

In the Specification

Please amend paragraphs [0001] and [0007] of the specification as detailed herein:

[0001] This is a continuation in part of U.S. Patent application No. 10/025,738 filed December 19, 2001, which was issued on April 13, 2004 as U.S. Patent No. 6,718,733.

[0007] The invention also relates to a method of advertising comprising the steps of fabricating bottle packaging dividers that each have an exterior face, imprinting advertising information on the exterior faces, distributing the bottle dividers to retail outlets licensed to sell bottles of wine or liquor, or to merchandising companies, and employees of the retail outlets placing ~~mounting~~ the bottle dividers to bottles of wine or liquor sold by the retail outlets at the time of packaging individual bottles for taking by a purchaser, or employees of merchandising companies placing ~~mounting~~ the bottle dividers to bottles of wine or liquor when merchandising the bottles.

Please amend the Abstract of the specification as detailed herein:

A method of advertising on wine and spirits bottles, which provides both advertising and a way ~~means~~ to protect the bottles from damage in a shopping bag or box, in which bottle packaging dividers are imprinted with advertising material, and then distributed to retail sellers of wine and spirits so that employees may use the bottle packaging dividers to cushion the wine and spirit bottles sold by them to consumers, while at the same time providing an advertising vehicle.